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EXPLORING MUSLIM YOUTHS' PURCHASE INTENTION ON TIKTOK LIVE: A TECHNOLOGY ACCEPTANCE MODEL PERSPECTIVE

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ABSTRACT

E-commerce, which enables the online trading of goods and services, has significantly altered the global retail environment. In Malaysia, this sector has experienced substantial growth driven by evolving consumer behavior and technological advancements. However, while TikTok Live is gaining popularity as a social commerce platform, limited research has examined the key drivers influencing the purchase intentions of Muslim youth consumers in this context. This study employs a quantitative approach grounded in the Technology Acceptance Model (TAM) to examine the purchase intentions of Muslim youth consumers on TikTok Live in Kubang Pasu, Kedah. A verified Google Forms survey was used to collect data from a sample of 384 respondents. The analysis employed Pearson correlation and regression techniques, using SPSS version 22 to evaluate the proposed relationships. Findings indicate that perceived usefulness and perceived ease of use have a significant influence on purchase intentions on TikTok Live. By emphasizing these crucial elements, businesses, marketers, and industry stakeholders can enhance purchase engagement with Muslim youth consumers, which will aid in the development of the digital economy and the social commerce sector. This research adds to the corpus of knowledge in social commerce and consumer behavior by validating the effects of perceived usefulness and perceived ease of use on purchase intention within the TikTok Live context among Muslim youth consumers.

Keywords: Technology acceptance model (TAM), Muslim youth, TikTok live, E-commerce, Social commerce.

INTRODUCTION

Electronic commerce, or “e-commerce,” is the word used to characterize internet transactions that take place between individuals and companies for the acquisition and sale of goods and services. This is a cross-platform activity that works with multiple platforms, such as PCs, tablets, smartphones, and other smart devices. E-commerce enables people to purchase a diverse range of products and services, such as books, music, plane tickets, as well as online banking and stock trading. The surge of e-commerce has altered shopping habits, leading to a greater number of people opting for online purchases due to the added convenience of doorstep delivery. E-commerce has emerged as a boon for businesses, particularly smaller ones facing geographical constraints, by offering economical and streamlined avenues for distributing their offerings. Target, which has complemented its brick-and-mortar outlets with an online platform, enables customers to conveniently purchase a diverse range of products, spanning from apparel and kitchen appliances to daily essentials like toothpaste and collectible items, right from the comfort of their homes (Bloomenthal, 2023).

As stated by Kashyap (2023), Malaysia’s online retail sector is rapidly becoming one of Southeast Asia’s largest, outpacing the growth of traditional markets in the region. When eBay Malaysia was founded in 2004, the country’s e-commerce journey officially began. Then, in 2012, major e-commerce sites like Lazada and Zalora entered the market, and in 2015, Shopee did the same. Particularly, Shopee has experienced incredible development, drawing in almost 55 million users per month to solidify its status as the most popular e-commerce site in Malaysia. In Malaysia, TikTok has become the go-to platform for a range of viral sensations, from captivating dance challenges to humorous videos. This level of engagement attracts creators who aim not only to be seen but also to have their content celebrated by a large and enthusiastic community. TikTok’s array of creative tools offers endless opportunities for content creators.

The retail scene has changed dramatically as a result of e-commerce’s explosive expansion, leading to a surge in online shopping and posing challenges for brick-and-mortar stores struggling to remain competitive. As consumer habits shift, traditional retailers must adapt to these evolving trends to sustain their market presence. This transition has introduced several key challenges: declining foot traffic as more consumers opt for online shopping, cost-driven digital migration, with businesses moving online to reduce expenses, and pricing pressures, as e-commerce retailers benefit from lower operating costs, allowing them to offer more competitive prices. Consequently, physical retailers face increasing pressure to adjust their pricing strategies and business models to compete in this evolving retail environment (Collins, 2024).

Despite its popularity, many businesses and sellers face uncertainty about whether young consumers, particularly in the Malaysian context, are truly influenced to make purchases through TikTok Live. However, there is limited evidence on how these factors translate into purchase intention within the unique environment of live-stream shopping, especially among Muslim youth in Kedah. By addressing this gap, the study not only contributes to the extension of the Technology Acceptance Model (TAM) into the social commerce context but also incorporates perceived usefulness and perceived ease of use as the key determinants of purchase intention. Practically, the results will aid businesses, marketers, and legislators on how to better engage youth consumers through TikTok Live. Thus, the goal of this research is to investigate and comprehend the purchasing intentions of Muslim youth consumers in Kubang Pasu, offering both theoretical enrichment and practical guidance for the broader Malaysian social commerce landscape.

LITERATURE REVIEW

Technology Acceptance Model (TAM)

The technology acceptance model (TAM), first presented by Davis in 1989, states that users' willingness to adopt technology is shaped by their views on its effectiveness for accomplishing tasks and its ease of use. TAM is widely utilized to gauge how likely individuals are to embrace and utilize new technological innovations, providing important insights into the acceptance of emerging technologies. Moreover, the notion of technology adoption pertains to the readiness of individuals or groups to accept and implement new technological developments.

The three primary elements influencing customers' intents to accept technology are (1) perceived utility, (2) perceived ease of use, and (3) attitudes toward the technology, as per Davis (1989) and the technology acceptance model (TAM). The acceptance of new technological systems and the intention to use them will ultimately dictate their adoption. Perceived usefulness involves consumers assessing the benefits they receive from the technology, while perceived ease of use is correlated with the amount of work needed to utilize the devices, acting as an indicator of usability within the technology acceptance model (Davis, 1989; Ajzen, 1991).

Shanmugavel & Micheal (2022) investigated how the technology acceptance model (TAM) is extensively employed to comprehend consumer attitudes toward electric vehicles. Moreover, Yankun (2020) states that consumers' decision to use electric cars is affected by their perceived advantages, usability, perceived drawbacks, and general attitudes towards such vehicles. Huang et al. (2021) also suggested that customers' level of familiarity with technology influences how they view the usefulness, ease of use, enjoyment, and willingness to implement electric vehicles. Similarly, Wang et al. (2018) proposed that consumers may be discouraged from choosing electric cars due to their lack of knowledge and concerns about associated risks.

Wu et al. (2019) utilized the technology acceptance model (TAM) to study the uptake of automated electric vehicles, finding that intentions to use these vehicles were influenced by environmental worries, ease of use perceptions, and usefulness perceptions. TAM suggests that different external factors influence how valuable a product is perceived to be, such as marketing factors like how innovative, advantageous, competitively priced, promoted, and incentivized it is compared to other products. Moreover, it is thought that the character trait of being innovative can impact how electric vehicles are perceived in terms of their usefulness.

Independent Variables and Dependent Variables

The table below presents the literature review for the independent and dependent variables of the research.

Table 1
Literature review of independent variables

Title, Author(s), Year	Variables Used in the Study	Selected Variables
“Examining behavioral intention of using smart health care technology among females: dynamics of social influence and perceived usefulness (Gani et al., 2023).”	“Technology adoption, Smart health technology, Social influence, <i>Perceived usefulness</i> , Behavioral intention”	‘Perceived Usefulness’

“Building e-trust and e- retention in online shopping: the role of website design, reliability and perceived ease of use (Saoula et al., 2023).”	“Customer engagement, Uses and gratification theory, E-retention, Website design, <i>Perceived ease of use</i> ”	‘Perceived Ease of Use’
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Table 2
Literature review of the dependent variable

Title, Author(s), Year	Variables Used in the Study	Selected Variables
“Purchase intention behavior of halal cosmetics. Comparing study between Indonesia and Malaysia millennial generation (Nuryakin et al., 2023).”	“Knowledge, Emotional attachment and religiosity, Satisfaction, <i>Purchase intention</i> , Halal cosmetics, Religiosity”	‘Purchase Intention’

Theoretical Framework

Sekaran (2003) states that a theoretical framework is a conceptual model that aids in theorizing and logically explaining the relationships between key variables in a research study. This study explores the purchase intentions of Muslim youth consumers on TikTok Live. By adapting the technology acceptance model (TAM) to more closely align with the social commerce context, the researcher advances the body of knowledge in this study. In the original technology acceptance model (TAM) (Davis, 1989), perceived usefulness (PU) and perceived ease of use (PEOU) influence actual system use indirectly through behavioral intention.

However, this study modifies the TAM structure by modelling PU and PEOU as direct predictors of purchase intention on TikTok Live. This adaptation was made because purchase intention is widely recognized as a strong proxy for actual purchasing behavior in online commerce research, particularly where observing actual transactions is impractical (Pavlou, 2003). By treating purchase intention as the outcome variable, the framework extends TAM from its traditional technology-use setting to the domain of online consumer behavior, where the outcome of interest is consumers’ willingness to buy. This modification enhances the model’s theoretical relevance by adapting it to social commerce contexts, while also increasing its practical value for businesses and marketers who seek to understand and influence purchase decisions in live-stream shopping environments. The research’s theoretical framework is outlined below:

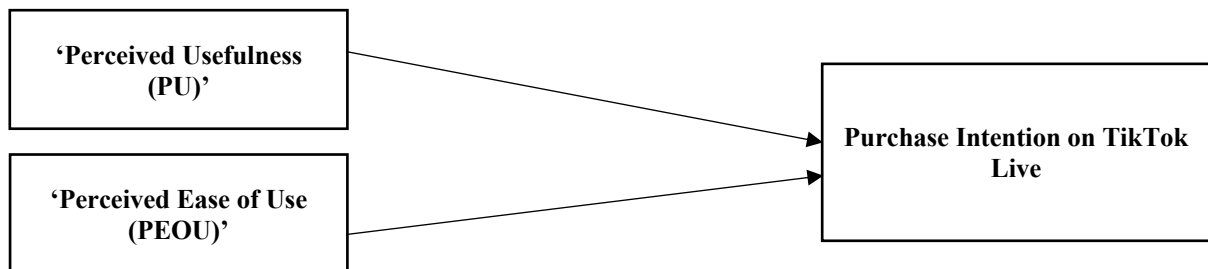


Figure 1. Theoretical framework for purchase intention on TikTok Live among Muslim youth consumers
Source: Author’s own work

Researchers mainly examine whether the independent variable has a positive or negative effect on the dependent variable (Sekaran, 2003). This research focuses on Muslim youth consumers' purchase intentions on TikTok Live, with perceived usefulness and perceived ease of use as the independent variables. The aim is to investigate the connection between these predictors and outcome variables, particularly how purchase intention on TikTok Live is influenced by perceived utility and perceived ease of use.

Hypotheses Development

The degree to which people think that utilizing a platform improves the efficacy of their activities is known as perceived usefulness (Davis, 1989). According to earlier research, PU significantly increases customers' propensity to use online buying platforms (Gefen et al., 2003; Pavlou, 2003). When Muslim youth perceive that TikTok Live provides convenient, valuable, and efficient shopping experiences, they are more likely to intend to purchase products through it.

The degree to which a person thinks that utilizing a platform would be effortless is known as perceived ease of use (Davis, 1989). If a system is user-friendly and easy to navigate, consumers are more likely to adopt it and engage in purchasing activities. In the context of TikTok Live, a seamless interface and straightforward purchase process can encourage positive attitudes toward buying. Empirical research has supported the role of PEOU in shaping behavioral and purchase intentions in digital commerce (Venkatesh & Davis, 2000). By integrating these constructs into the current study, the hypotheses focus on examining the direct relationships between PU, PEOU, and purchase intention among Muslim youth consumers.

Research Hypotheses

H₁: There is a significant correlation between perceived usefulness and purchase intention on TikTok Live among Muslim youth consumers.

H₂: There is a significant correlation between perceived ease of use and purchase intention on TikTok Live among Muslim youth consumers.

H₃: There is a significant influence of perceived usefulness on the purchase intention on TikTok Live among Muslim youth consumers.

H₄: There is a significant influence of perceived ease of use on the purchase intention on TikTok Live among Muslim youth consumers.

METHODOLOGY

Research Design

The researcher adopted a quantitative research approach. Studies that seek to test theories, identify trends, and extrapolate results to a larger population are best suited for quantitative research (Creswell, 2014). Using SPSS version 22 for statistical analysis, the researcher employed questionnaires to collect and analyze the required numerical data.

Population and Sampling

Population Frame

In this study, the populations under scrutiny are the Muslim youth consumers in Kubang Pasu. This group was chosen because Kubang Pasu hosts a large youth population and several educational institutions, providing access to digitally active young people who frequently engage with social media and online shopping. Focusing on Muslim youth is also relevant, as Islam shapes values, norms, and consumer behaviors in Malaysia, where Muslims represent the majority. Moreover, recruitment was conducted through local student networks and also the community nearby, who had used social media within the past month.

The sample size required to reach a 95% confidence level with a 5% margin of error for a population of 7,135 youths in Kubang Pasu is 365 people, using Krejcie and Morgan's table. However, the researcher opted for a sample size of 384 instead of the recommended 365. This decision aims to enhance the study's precision. By choosing a slightly larger sample size, the margin of error is reduced, leading to more accurate and reliable estimates of the population parameters. This larger sample size also makes the study's findings more robust and

less susceptible to the influence of anomalies or sampling bias. While this approach requires more resources, it ultimately provides greater confidence in the study's results. Larger sample sizes have also been shown to enhance the generalizability of findings, making them more applicable to the broader population (Kelley, Maxwell, & Rausch, 2003).

Sampling Technique

This study utilized purposive sampling, a non-probability sampling approach. This choice was made because the research specifically targets a distinct demographic, namely Muslim youth in Kubang Pasu who are active users of social commerce. Purposive sampling is appropriate here as it allows the researcher to reach respondents who possess the specific characteristics, such as age, religious background, and social media habits. This method is recognized for its effectiveness in exploratory contexts where the goal is to understand trends within a specific, high-engagement group.

Data Collection Methods & Procedure

Questionnaires Design

This study utilized closed questionnaires, which require respondents to select from a set list of options provided by the researcher. Bryman & Bell (2003) note that closed questions are generally favored in surveys because they allow respondents to make quick choices among given alternatives. Furthermore, Sekaran (2003) adds that closed questions simplify the coding of information for later analysis.

Data Collection Procedure

To collect the required information, the researcher targeted Muslim youth consumers in Kubang Pasu, achieving a final sample of 384 respondents. To ensure widespread and effective participation among the target demographic, the survey was administered digitally using Google Forms. The survey link was distributed purposively through social media platforms, specifically WhatsApp groups, and local student networks. This digital distribution method was selected to ensure access to a high volume of "digitally active" youth who frequently engage with platforms like TikTok Live. Participation was voluntary, and respondents were briefed on the study's objectives and confidentiality protocols before beginning the survey.

Measurement Items

The suggested model components were assessed through a traditional five-point Likert scale. The rating system graded from 1 (completely disagree) to 5 (completely agree), with 3 indicating a neutral answer. The creation and formation of the survey were influenced by existing literature. When developing the questionnaire, factors such as perceived usefulness, perceived ease of use, and purchase intention were considered.

Data Analysis and Inferential Statistical Analysis

The data was analyzed using (SPSS) version 22. Several statistical procedures were applied to ensure data quality and to test the proposed model. Initially, an overview of the data distribution and a summary of the respondents' demographic traits were provided by descriptive statistics. After that, a normality test was run to see if the dataset satisfied the presumptions needed for the parametric analyses that followed. The internal consistency of the constructs was assessed using cronbach's alpha reliability testing. To investigate the direction and intensity of correlations between the research variables, correlation analysis was used. Lastly, the predictive value of the independent variables (perceived usefulness and perceived ease of use) on the dependent variable (purchase intention) was assessed using multiple regression analysis. The study's objectives were supported by these statistical techniques, which also ensured the accuracy and dependability of the findings.

DATA ANALYSIS & FINDINGS

Demographic Analysis

Among the 384 responders, the majority were female, accounting for 253 individuals (65.9%). The remaining 131 respondents (34.1%) were male. For the age distribution, 256 people, or 66.7% of the total, are between the ages

of 20 and 24. Following this are 66 respondents (17.2%) who are 30 years of age or older, 53 respondents (13.8%) who are between the ages of 25 and 29, and 9 respondents (2.3%) who are between the ages of 15 and 19. For the respondents' race, the vast majority of 367 individuals (95.6%), are Malay, there are 3 Chinese respondents (0.8%), and both Indian and other races have equal representation, with 7 respondents each (1.8%).

Regarding education level, the majority, 306 respondents (79.7%), were undergraduates. Following this, 44 respondents (11.5%) were in Diploma/STPM/STAM/College/Others, and 27 respondents (7.0%) were postgraduates. A small proportion, 7 people (1.8%), were still in secondary school. The majority, 280 individuals (72.9%), were students. Following this, 91 respondents (23.7%) were employed. The remaining 13 respondents (3.4%) were unemployed. From the monthly income, the majority, 283 individuals (73.7%), reported a monthly income below 1000. Following this, 74 respondents (19.3%) reported a monthly income ranging between 1000 and 3000. A smaller group of 27 respondents (7.0%) reported a monthly income exceeding 3000.

The majority of respondents, 348 individuals (90.6%), answered yes, indicating they have ever used TikTok. Meanwhile, 36 respondents (9.4%) answered no, indicating they have never used TikTok. In section B, the respondents' TikTok usage habits were analyzed using the frequency distribution technique of descriptive statistics. The information on respondents' TikTok usage habits in this study was derived from two questions, displaying the frequency and percentage of respondents for each category in the questionnaire's TikTok Usage Habits section.

For the question "How often do you use TikTok?", out of 384 respondents, the majority of 287 people (74.7%) reported using TikTok daily. This is followed by 25 respondents (6.5%) who use it several times a week. Next, 7 respondents (1.8%) use TikTok several times a month. Additionally, 31 respondents (8.1%) indicated that they rarely use TikTok, and finally, 34 respondents (8.9%) stated that they never use it. For the final demographic question, "Have you ever joined or made a purchase through the TikTok Live application?", a significant majority of respondents, 290 people (75.5%) indicated that they have participated and made a purchase through TikTok Live. In contrast, 94 respondents (24.5%) reported that they have never joined or made a purchase using the TikTok Live application.

Normal Distribution Test

The following table displays the results of the normality distribution analysis for the variables perceived usefulness, perceived ease of use, and purchase intention. The analysis confirmed that all these variables exhibit a normal distribution. This conclusion was drawn based on their Q-Q plots, where data points closely aligned with the diagonal reference line, indicating that the observed values match the expected values from a normal distribution.

Table 3
Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
MEANPU	.135	384	.000	.904	384	.000

a. Lilliefors Significance Correction

Table 4
Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
MEANPEOU	.154	384	.000	.903	384	.000

a. Lilliefors Significance Correction

Table 5
Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
MEANIP	.110	384	.000	.945	384	.000

a. Lilliefors Significance Correction

Reliability Testing

Table 6
Reliability of each and overall variable for pilot test (N=50)

Variables	Number of items	Cronbach's Alpha (α)	Interpretation
Perceived usefulness	5	0.837	Good
Perceived ease of use	5	0.927	Excellent
Purchase intention	5	0.959	Excellent

With a Cronbach's Alpha ($\alpha = 0.959$), the purchase intention dependent variable recorded the highest reliability value. Among the independent variables, perceived ease of use demonstrated the highest reliability ($\alpha = 0.927$), followed by perceived usefulness ($\alpha = 0.837$). Since all values fall within the acceptable range, this indicates that all variables exhibit good reliability and internal consistency (Sekaran & Bougie, 2016). This means that the measurement scales used for these variables are reliable and are likely to yield consistent results when applied to a larger sample in the main study.

Pearson Correlation Analysis

The degree to which two variables have a linear relationship is evaluated by the Pearson correlation coefficient. Its values range from -1 to 1, where a complete negative linear correlation is represented by a value of -1, a complete positive correlation by a value of +1, and no relationship by a value of 0. The table below presents the Pearson correlation results, demonstrating how strongly and in which direction the studied variables have linear correlations.

Table 7
Correlation Coefficient among variables

	MEANPU	MEANPEOU	MEANPI
MEANPU Pearson Correlation Sig. (2-tailed) N	1 384	.668** .000 384	.529** .000 384
MEANPEOU Pearson Correlation Sig. (2-tailed) N	.668** .000 384	1 384	.591** .000 384
MEANPI Pearson Correlation Sig. (2-tailed) N	.529** .000 384	.591** .000 384	1 384

** . Correlation is significant at the 0.01 level (2-tailed).

Table 8
Full correlation results

	Perceived Usefulness	Perceived Ease of Use
Purchase Intention	0.529**	0.591**

**Correlation is significant at the 0.01 level (2-tailed).

According to the results, at the 0.01 significance level, all independent variables exhibit a significant positive relationship with the DV (purchase intention). Among them, perceived ease of use shows the strongest association ($r = 0.591$), followed by perceived usefulness ($r = 0.529$). These findings confirm that all independent variables are positively correlated, as reflected by their correlation coefficients within the range of 0 to +1.

Regression Analysis

Regression analysis is employed when an independent variable is believed to influence a dependent variable (Sekaran & Bougie, 2016). In this study, multiple regression analysis is used to evaluate the effect of several independent variables on a dependent variable. The coefficient of determination is used in the study to assess the accuracy or goodness of fit of the regression model with respect to the data points. This coefficient gives an approximation of the model to the real data and goes from 0 to 1. When the regression model's R-squared (R^2) score is 1, it means that it can accurately predict the relationship between variables 100% of the time. The model's overall quality can be evaluated using R^2 if the corresponding p-value is less than 0.05 (Sekaran & Bougie, 2016).

Table 9
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.708 ^a	.501	.497	.64248	1.969

Predictors: (Constant), MEANPU, MEANPEOU

Dependent Variable: MEANPI

Table 10
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	157.732	3	52.577	127.373	.000 ^b
Residual	156.857	380	.413		
Total	314.590	383			

Dependent Variable: MEANPI

Predictors: (Constant), MEANPU, MEANPEOU

Table 11
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.247	.232		-1.065	.287
MEANPU	.224	.070	.158	3.187	.002
MEANPEOU	.255	.067	.205	3.805	.000

a. Dependent Variable: MEANPI

Table 12
Full regression analysis for variables

	Beta	t	Sig.
Perceived Usefulness	0.158	3.187	0.002
Perceived Ease of Use	0.205	3.805	0.000

** $p < 0.05$; $r^2 = 0.501$; $F = 127.373$; $\text{Sig.} = 0.000$

An R^2 value of 0.501 suggests that roughly 50.1% of the variance in the dependent variable is explained by the independent variables in the model. This indicates that the model's predictors account for 50.1% of the outcome variable's variability. The remaining 49.9% of the variability is explained by random variation or other factors that the model could not account for.

The F value is 127.373 with a significance level of 0.000. Among the Beta values, perceived ease of use has the highest value at ($\beta = 0.205$) and the largest t-value ($t = 3.805$; $p = 0.000$). This is followed by perceived usefulness, which also exhibits a significant effect ($\beta = 0.158$; $t = 3.187$; $p = 0.002$). These findings highlight the relative importance of perceived ease of use as a stronger determinant of purchase intention in comparison to perceived usefulness in the model.

Hypothesis Analysis for Pearson Correlation

H₁: There is a positive significant correlation between perceived usefulness and the purchase intention on TikTok Live.

Table 13
The relationship between perceived usefulness and purchase intention on TikTok Live

Dependent Variable	Independent Variable	Pearson Correlation	Sig. (2-tailed)
Purchase intention	Perceived usefulness	0.529**	0.000

Based on table 13, $P = 0.000$ ($p < 0.05$) represents the significant values for perceived usefulness. The finding indicates a significant relationship between perceived usefulness and purchase intention on TikTok Live. With a correlation coefficient of ($r = 0.529$), there is a positive correlation between perceived usefulness and purchase intention on TikTok Live. This positive relationship suggests that as perceived usefulness increases, purchase intention on TikTok Live also increases. Conversely, if

perceived usefulness decreases, purchase intention on TikTok Live will decrease. Hence, this study accepts hypothesis one, confirming a positive and significant relationship between perceived usefulness and purchase intention on TikTok Live.

H₂: There is a positive correlation between perceived ease of use and the purchase intention on TikTok Live.

Table 14

The relationship between perceived ease of use and purchase intention on TikTok Live

Dependent Variable	Independent Variable	Pearson Correlation	Sig. (2-tailed)
Purchase intention	Perceived ease of use	0.591**	0.000

Based on table 14, the significant values for perceived ease of use are shown as $P = 0.000$, ($p < 0.05$). This finding indicates a significant relationship between perceived ease of use and purchase intention on TikTok Live. Perceived ease of use and purchase intention on TikTok Live are positively correlated, with a correlation coefficient of ($r = 0.591$). This implies that higher perceptions of ease of use are associated with greater purchase intentions, whereas lower perceptions correspond to reduced purchase intentions. Therefore, the present study validates hypothesis two, indicating a significant and affirmative correlation between the perceived ease of use and the intention to purchase on TikTok Live.

Hypothesis Analysis for Multiple Regression

H₃: There is a significant influence of perceived usefulness on purchase intention on TikTok Live.

Table 15

Regression results on perceived usefulness

	Beta	t	Sig.
Perceived usefulness	0.158	3.187	0.002

** $p < 0.05$

In this study, multiple regression analysis was employed to determine if perceived usefulness significantly impacts purchase intention on TikTok Live. According to Table 15, the Standardized Coefficients Beta for perceived usefulness is ($\beta = 0.158$, $p < 0.05$), indicating a significant effect on purchase intention. This suggests that the majority of Muslim youth consumers are satisfied with perceived usefulness, leading to repeated usage and increased purchase intention on TikTok Live. Consequently, hypothesis three is supported.

H₄: There is a significant influence of perceived ease of use on purchase intention on TikTok Live.

Table 16: *Regression results on perceived ease of use*

	Beta	t	Sig.
Perceived ease of use	0.205	3.805	0.000

** $p < 0.05$

In this research, multiple regression analysis was used to investigate whether perceived ease of use influences purchase intention on TikTok Live. Perceived ease of use has a statistically significant impact on purchase intention, as demonstrated by table 16, where the Standardized Coefficient Beta is ($\beta =$

0.205, $p < 0.05$). This finding suggests that Muslim youth consumers generally perceive TikTok Live as easy to use, which enhances their willingness to make purchases on the platform. Consequently, hypothesis four is supported.

Summary of Findings

The table below summarizes the findings of correlation and regression analysis.

Table 17

Summary of findings, correlation

Hypotheses	Correlation coefficient (r)	Results
H ₁ : There is a positive significant correlation between perceived usefulness and the purchase intention on TikTok Live.	0.529	Moderate Positive Correlated
H ₂ : There is a positive significant correlation between perceived ease of use and the purchase intention on TikTok Live.	0.591	Moderate to High Positive Correlated

** $p < 0.05$

For perceived usefulness, the correlation coefficient was found to be $r = 0.529$. This indicates a moderate positive relationship between perceived usefulness and intention to purchase. This suggests that as the perceived usefulness of the TikTok Live service increases, the intention to purchase also increases, but the relationship is not very strong. While there is a positive correlation, perceived usefulness alone explains a moderate portion of the variation in the intention to purchase. In practical terms, this means that improving the usefulness of TikTok Live commerce is likely to increase the intention to purchase, but other factors also play a significant role.

For perceived ease of use, the correlation coefficient was found to be $r = 0.591$. This suggests a moderate to high positive relationship between perceived ease of use and intention to purchase. This indicates that as the ease of browsing TikTok Live in TikTok application increases, so does the intention to purchase it. The coefficient further implies that perceived ease of use is a more significant factor than perceived usefulness in determining purchase intentions. Products or services that are easier to use tend to be more attractive to consumers, enhancing their likelihood to purchase.

Table 18

Summary of findings, regression

Hypotheses	Beta	t	Sig.	Results
H ₃ : There is a significant influence between perceived usefulness towards the purchase intention on <i>TikTok Live</i> .	0.158	3.187	0.002	Supported
H ₄ : There is a significant influence between perceived ease of use towards the purchase intention on <i>TikTok Live</i> .	0.205	3.805	0.000	Supported

** $P < 0.05$

The study examined whether perceived usefulness influences purchase intention on TikTok Live. According to the table above, the standardized coefficient beta ($\beta = 0.158$, $p < 0.05$) indicates that perceived usefulness indeed has a significant influence on purchase intention on TikTok Live. Thus, hypothesis three is confirmed, confirming that customer behavior on TikTok Live is significantly

influenced by perceived utility.

Next, this study investigated whether perceived ease of use has a substantial influence on purchase intention on TikTok Live. The statistical analysis presented in the table indicates that there is a significant influence of purchase intention on TikTok Live and perceived ease of use ($\beta=0.205$, $p < 0.05$). Consequently, Hypothesis Four is validated, highlighting how perceived ease of use affects the behavior of TikTok Live users.

LIMITATION AND FUTURE RESEARCH

Firstly, this study focuses on purchase intentions on TikTok Live and does not differentiate between purchase intentions linked to TikTok Live streaming and those associated with TikTok Shops, despite the likelihood that they follow different pathways. Consequently, the conclusions predominantly reflect purchase intentions tied to TikTok Live rather than TikTok Shops. Therefore, researcher suggest that future studies should explore and distinguish these two distinct pathways and specifically focus on purchase intentions in the TikTok Shops environment.

Furthermore, some elements that can affect TikTok Live users' intents to make purchases were not controlled for or collected in this study, such as the frequency of TikTok usage, the types of activities users engage in on TikTok, and the geographical location of participants. Although researchers did not collect specific data on usage frequency or activity types, they did consider related factors, such as general TikTok usage habits, which revealed no significant effect on purchase intentions. Nonetheless, researchers recommend that future research should control for a broader range of factors to achieve a deeper understanding of the purchase intentions of TikTok users.

Moreover, future researchers can broaden their studies by investigating purchase intentions on other popular social commerce platforms, including Facebook Shops, Instagram Live Shopping, and Shopee. Each platform has unique characteristics and user behaviors that may attract different demographics. Therefore, it is important to recognize that each platform has its own consumer base, and hypotheses may vary accordingly.

Finally, this research paper focused on examining two distinct variables, perceived usefulness and perceived ease of use that influence purchase intention on TikTok Live. However, the researcher suggests that future studies explore additional variables, like perceived security and perceived enjoyment, that may also impact purchase intention on this platform.

RECOMMENDATION AND CONCLUSION

For the recommendation, the scope can be broadened by involving a larger group of Muslim youth consumers, not just from Kubang Pasu but also from other districts in Kedah. Additionally, the sample could be diversified to include consumers from different religious backgrounds to offer a more thorough comprehension. For data collection, beyond distributing online surveys through social media, researchers could enhance outreach by sharing the questionnaires with schools, offices, and local community centers. This approach would help gather data from a more varied audience. Furthermore, in terms of methodology, researchers could explore using alternative statistical tools beyond SPSS, such as AMOS, to conduct both descriptive and inferential analyses. This would enable a deeper examination of patterns and relationships between variables like age, gender, race, and purchase intentions, providing richer insights into consumer behavior.

On the other hand, for the conclusion, the research focused on the effects of perceived utility and perceived ease of use on the purchasing intentions of Muslim youth consumers while engaging with TikTok Live. It also assessed the relationships between these variables and purchasing intentions. The

statistical analyses supported all proposed hypotheses, revealing that perceived utility and perceived ease of use play a crucial role in influencing purchase intentions. Analysis of correlation shows a significant positive relationship between perceived usefulness and perceived ease of use concerning purchase intentions, thereby affirming hypotheses H₁ and H₂. These findings align with earlier research by Yu et al. (2024), ElSayad (2024), and Kucukusta et al. (2015).

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